

What is Claimed is:

1. A system for controlling the presentation of an advertisement to a television viewer, comprising:

an advertising database that stores said  
5 advertisement; and

a processor that is a portion of one of a piece of television viewer equipment, a television set-top box, and a network node, and that receives from said advertising database said advertisement, that  
10 receives advertisement control information associated with said advertisement, that determines whether one of a network, a channel, and a program is associated with said advertisement, and if said one of said network, said channel, and said program is associated with said  
15 advertisement, whether said one of said network, said channel, and said program is viewable by said television viewer, and that prevents presentation of said advertisement when said one of said network, said channel, and said program is determined not to be  
20 viewable by said television viewer.

2. The system defined in claim 1 further comprising a program guide database that stores program guide information, wherein said processor receives from said program guide database said program guide  
5 information and uses said program guide information in determining whether said one of said network, said channel, and said program is viewable by said television viewer.

3. The system defined in claim 1 further comprising a channel map database that stores channel map information, wherein said processor receives from said channel map database said channel map information  
5 and uses said channel map information in determining whether said one of said network, said channel, and said program is viewable by said television viewer.

4. The system defined in claim 1 further comprising a substitute advertisement that is received from said advertising database, wherein said processor selects said substitute advertisement to be presented  
5 to said television viewer when said one of said network, said channel, and said program is determined not to be viewable by said television viewer.

5. The system defined in claim 1 wherein said processor determines that said one of said network, said channel, and said program is determined not to be viewable by said television viewer if said  
5 one of said network, said channel, and said program is unavailable to said television viewer.

6. The system defined in claim 1 wherein said processor determines that said one of said network, said channel, and said program is determined not to be viewable by said television viewer if said  
5 one of said network, said channel, and said program is undesired by said television viewer.

7. The system defined in claim 1 wherein said processor determines that said one of said

network, said channel, and said program is not viewable  
by said television viewer when said one of said  
5 network, said channel, and said program should have  
corresponding program guide information and does not  
have said corresponding program guide information.

8. The system defined in claim 1 wherein  
said advertising database is part of a television  
distribution facility.

9. The system defined in claim 1 wherein  
said advertising database is part of a main facility.

10. A method for controlling the  
presentation of an advertisement to a television  
viewer, comprising:

storing said advertisement in an  
5 advertising database; and  
in a processor that is a portion of one  
of a piece of television viewer equipment, a television  
set-top box, and a network node, receiving said  
advertisement from said advertising database, receiving  
10 said advertisement control information associated with  
said advertisement, determining whether one of a  
network, a channel, and a program is associated with  
said advertisement, and if said one of said network,  
said channel, and said program is associated with said  
15 advertisement, determining whether said one of said  
network, said channel, and said program is viewable by  
said television viewer, and preventing presentation of  
said advertisement when said one of said network, said

channel, and said program is determined not to be  
20 viewable by said television viewer.

11. The method defined in claim 10 further  
comprising storing in a program guide database program  
guide information, and, in said processor, receiving  
from said program guide database said program guide  
5 information and using said program guide information in  
determining whether said one of said network, said  
channel, and said program is viewable by said  
television viewer.

12. The method defined in claim 10 further  
comprising storing in a channel map database channel  
map information, and, in said processor, receiving from  
said channel map database said channel map information  
5 and using said channel map information in determining  
whether said one of said network, said channel, and  
said program is viewable by said television viewer.

13. The method defined in claim 10 further  
comprising selecting, in said processor, a substitute  
advertisement to be presented to said television viewer  
when said one of said network, said channel, and said  
5 program is determined not to be viewable by said  
television viewer.

14. The method defined in claim 10 wherein  
said processor determines that said one of said  
network, said channel, and said program is determined  
not to be viewable by said television viewer if said

5 one of said network, said channel, and said program is  
unavailable to said television viewer.

15. The method defined in claim 10 wherein  
said processor determines that said one of said  
network, said channel, and said program is determined  
not to be viewable by said television viewer if said  
5 one of said network, said channel, and said program is  
undesired by said television viewer.

16. The method defined in claim 10 wherein  
said processor determines that said one of said  
network, said channel, and said program is not viewable  
by said television viewer when said one of said  
5 network, said channel, and said program should have  
corresponding program guide information and does not  
have said corresponding program guide information.

17. The method defined in claim 10 further  
comprising implementing said advertising database as a  
part of a television distribution facility.

18. The method defined in claim 10 further  
comprising implementing said advertising database as a  
part of a main data storage and control facility.

19. A system for presenting to a television  
viewer an advertisement that is associated with a  
television network having a network identifier, said  
system comprising:  
5 an advertising database that stores said  
advertisement; and

a processor that receives from said advertising database said advertisement, that receives advertisement control information that is associated  
10 with said advertisement and that contains said network identifier, that uses said network identifier to determine whether any affiliate of said network is viewable by said television viewer, and that prevents presentation of said advertisement when no said  
15 affiliate is determined as being viewable by said television viewer.

20. The system of claim 19 wherein said processor further implements a program guide application that prevents presentation of said advertisement when no said affiliate is determined as  
5 being viewable by said television viewer.

21. A method for presenting to a television viewer an advertisement that is associated with a television network having a network identifier, said method comprising:  
5 storing in an advertising database said advertisement; and  
in a processor, receiving from said advertising database said advertisement, receiving advertisement control information that is associated  
10 with said advertisement and that contains said network identifier, using said network identifier to determine whether any affiliate of said network is viewable by said television viewer, and preventing presentation of said advertisement when no said affiliate is determined  
15 as being viewable by said television viewer.

22. The method of claim 21 further comprising implementing in said processor a program guide application that prevents presentation of said advertisement when no said affiliate is determined as being viewable by said television viewer.

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